



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> 569939 /		<u>Alt Order #</u> 9798417
<u>Product</u> LOVE FOR UT-CD 4		
<u>Contract Dates</u> 08/21/12 - 08/27/12		<u>Estimate #</u> 821827
<u>Advertiser</u> Love/R/Congress		<u>Original Date / Revision</u> 08/21/12 / 08/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Dan Driscoll	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1046	<u>Advertiser Code</u> LOVE	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Smart Media Group LLC**  
**814 King Street**  
**Suite 400**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	13	08/21/12	08/27/12	M-F 11a-12p	11a-12p		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	MTWTF--				4	\$300.00			
N 2	13	08/21/12	08/27/12	M-F 3p-4p	3p-4p		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	MTWTF--				4	\$250.00			
N 3	13	08/21/12	08/27/12	M-F 5a-530a	5a-530a		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	MTWTF--				4	\$300.00			
N 4	13	08/21/12	08/27/12	M-F 530a-6a	530a-6a		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	MTWTF--				4	\$300.00			
N 5	13	08/21/12	08/27/12	M-F 7a-8a	7a-8a		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	MTWTF--				4	\$600.00			
N 6	13	08/21/12	08/27/12	M-F 8a-9a	8a-9a		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	MTWTF--				2	\$600.00			
N 7	13	08/21/12	08/27/12	M-F 9p-930p	9p-930p		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	MTWTF--				3	\$1,200.00			
N 8	13	08/25/12	08/25/12	Sa 4p-5p	4p-5p		:30			NM	1	\$89.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$89.00			
<b>Totals</b>											<b>26</b>	<b>\$11,889.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	20	\$8,939.00	\$7,598.15
08/27/12 - 08/27/12	6	\$2,950.00	\$2,507.50
<b>Totals</b>	<b>26</b>	<b>\$11,889.00</b>	<b>\$10,105.65</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



KSTU  
5020 W. Amelia Earhart Dr.  
Salt Lake City, UT 84116  
(801)532-1300

Contract / Revision	Alt Order #
569939 /	9798417

Contract Dates	Product	Estimate #
08/21/12 - 08/27/12	LOVE FOR UT-CD 4	821827

Advertiser	Original Date / Revision
Love/R/Congress	08/21/12 / 08/21/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

Rep Order# 9798417 Ver# 3 Status Revised  
EC'd Yes

Traffic Order#

Printed: 08/21/2012 12:53 PM  
Last Received: 08/21/2012 12:32 PM  
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL  
Product LOVE FOR UT-CD 4  
Estimate# 821827  
Buyer Lindsay Hanlen  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E LOVE/ORDR/821827  
Flight Dates 08/21/2012 - 08/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*45	TU-F,M	11A-12P	NEWS	:30	\$300.00	08/21-08/27	4	1	4	\$1,200.00	
				Sales Remark: V3 MG PACKAGE								
				V3 Added								
	*46	TU-F,M	3P-4P	JUDGE JUDY	:30	\$250.00	08/21-08/27	4	1	4	\$1,000.00	
				Sales Remark: V3 MG PACKAGE								
				V3 Added								
	*47	TU-F,M	5A-530A	NEWS	:30	\$300.00	08/21-08/27	4	1	4	\$1,200.00	
				Sales Remark: V3 MG PACKAGE								
				V3 Added								
	*48	TU-F,M	530A-6A	NEWS	:30	\$300.00	08/21-08/27	4	1	4	\$1,200.00	
				Sales Remark: V3 MG PACKAGE								
				V3 Added								
	*49	TU-F,M	7A-8A	NEWS	:30	\$600.00	08/21-08/27	4	1	4	\$2,400.00	
				Sales Remark: V3 MG PACKAGE								
				V3 Added								
	*50	TU-F,M	8A-9A	NEWS	:30	\$600.00	08/21-08/27	2	1	2	\$1,200.00	
				Sales Remark: V3 MG PACKAGE								
				V3 Added								

Rep Order# 9798417 Ver# 3 Status Revised  
EC'd Yes

Traffic Order#

Printed: 08/21/2012 12:53 PM  
Last Received: 08/21/2012 12:32 PM  
Showing Buylines: All Rep Revised Lines

3 of 3

Station KSTU-TV SALT LAKE CITY, UT

Advertiser ( ) POLITICAL

Product LOVE FOR UT-CD 4

Estimate# 821827

Buyer Lindsay Hanlon

Phone#

Fax#

Agency ( ) SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/821827

Flight Dates 08/21/2012 - 08/27/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) DAN DRISCOLL

Salesperson Phone# 202-955-5342

Salesperson FAX# 917-206-9589

LT Ln Day Time Program

Len

Rate

Dates

Spots/Week

# of Weeks

Total Spots

Total Cost

Daypart

\*51 TU-F,M 9P-930P NEWS

Sales Remark: V3 MG PACKAGE

V3 Added

:30

\$1,200.00

08/21-08/27

3

1

3

\$3,600.00

\*52 SA 4P-5P MASH

Sales Remark: V3 MG PACKAGE

V3 Added

:30

\$89.00

08/25-08/25

1

1

1

\$89.00

---REPORT TOTALS---

Report Totals: 26 / \$11,889.00

---SALES MONTHLY TOTALS---

Aug 12: 20 / \$8,939.00

Sep 12: 6 / \$2,950.00

Sales Totals: 26 / \$11,889.00

Station Totals: 26 / \$11,889.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$48,369

CABL 0% KTVX 21%

KDLJ 0% KUCW 0%

KJZZ 0% KUTV 47%

KSL 6% UNKB 0%

KSTU 24% UNKN 0%

Books null  
Demos RA35+

1 of 5

Rep Firm	
Sales Office (	) WASHINGTON
Salesperson (	) DAN DRISCOLL
Salesperson Phone#	202-955-5342
Salesperson FAX#	917-206-9589

LN	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	1	TU	11A-12P	NEWS	:30	\$200.00	08/21-08/21	1	1	1	\$200.00	
Rating: 1.7												
2	2	W	11A-12P	NEWS	:30	\$200.00	08/22-08/22	1	1	1	\$200.00	
Rating: 1.7												
3	3	TH	11A-12P	NEWS	:30	\$200.00	08/23-08/23	1	1	1	\$200.00	
Rating: 1.7												
4	4	F	11A-12P	NEWS	:30	\$200.00	08/24-08/24	1	1	1	\$200.00	
Rating: 1.7												
5	5	M	11A-12P	NEWS	:30	\$200.00	08/27-08/27	1	1	1	\$200.00	
Rating: 1.7												
6	6	TU	3P-4P	JUDGE JUDY	:30	\$175.00	08/21-08/21	1	1	1	\$175.00	
Rating: 1.4												
7	7	W	3P-4P	JUDGE JUDY	:30	\$175.00	08/22-08/22	1	1	1	\$175.00	
Rating: 1.4												
8	8	TH	3P-4P	JUDGE JUDY	:30	\$175.00	08/23-08/23	1	1	1	\$175.00	
Rating: 1.4												
9	9	F	3P-4P	JUDGE JUDY	:30	\$175.00	08/24-08/24	1	1	1	\$175.00	
Rating: 1.4												

2 of 5

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating: 1.4	10	M	3P-4P	JUDGE JUDY	:30	\$175.00	08/27-08/27	1	1	1	\$175.00	
	11	SU	4P-5P	M*A*S*H	:30	\$53.00	08/26-08/26	1	1	1	\$53.00	
	12	TU	5A-530A	GOOD DAY UTAH	:30	\$140.00	08/21-08/21	1	1	1	\$140.00	
Rating: 1.1	13	W	5A-530A	GOOD DAY UTAH	:30	\$140.00	08/22-08/22	1	1	1	\$140.00	
Rating: 1.1	14	TH	5A-530A	GOOD DAY UTAH	:30	\$140.00	08/23-08/23	1	1	1	\$140.00	
Rating: 1.1	15	F	5A-530A	GOOD DAY UTAH	:30	\$140.00	08/24-08/24	1	1	1	\$140.00	
Rating: 1.1	16	M	5A-530A	GOOD DAY UTAH	:30	\$140.00	08/27-08/27	1	1	1	\$140.00	
Rating: 1.4	17	TU	530A-6A	GOOD DAY UTAH	:30	\$160.00	08/21-08/21	1	1	1	\$160.00	
Rating: 1.4	18	W	530A-6A	GOOD DAY UTAH	:30	\$160.00	08/22-08/22	1	1	1	\$160.00	
Rating: 1.4	19	TH	530A-6A	GOOD DAY UTAH	:30	\$160.00	08/23-08/23	1	1	1	\$160.00	
Rating: 1.4	20	F	530A-6A	GOOD DAY UTAH	:30	\$160.00	08/24-08/24	1	1	1	\$160.00	

3 of 5

Rating: 2.8

4 of 5

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

Daypart

30	\$840.00	08/27-08/27	1	1	\$840.00
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Rep Order# 9798417 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/20/2012 2:46 PM  
Last Received: 08/20/2012 2:35 PM  
Showing Buylines: All Lines

5 of 5

Station KSTU-TV SALT LAKE CITY, UT

Advertiser ( ) POLITICAL

Product LOVE FOR UT-CD 4

Estimate# 821827

Buyer Lindsay Hanlen

Phone#

Fax#

Agency ( ) SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/821827

Flight Dates 08/21/2012 - 08/27/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) DAN DRISCOLL

Salesperson Phone# 202-955-5342

Salesperson FAX# 917-206-9589

LT Ln Day Time Program

Len

Rate

Dates

Spots/Week # of Weeks

Total Spots

Total Cost

Daypart

43 SU 930P-1005P NEWS

:30

\$700.00

08/26-08/26

1

1

1

\$700.00

Rating: 4.2

44 SU 530P-6P 30 ROCK

:30

\$150.00

08/26-08/26

1

1

1

\$150.00

Rating: 0.9

---REPORT TOTALS---

Report Totals: 44 / \$11,889.00

---SALES MONTHLY TOTALS---

Aug 12: 37 / \$9,774.00

Sep 12: 7 / \$2,115.00

Sales Totals: 44 / \$11,889.00

Station Totals: 44 / \$11,889.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$48,369

CABL 0% KTVX 21%

KDLI 0% KUCW 0%

KJZZ 0% KUTV 47%

KSL 6% UNKB 0%

KSTU 24% UNKN 0%

Books null

Demos RA35+